

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT EXAMINING OPERATION

Applicants: Charles J. THOMAS, et al.

Application Serial No.: 10/628,173

Group Art Unit: 2437

Filed: July 28, 2003

Examiner: Michael J. Pyzocha

Att. Docket No.: Q1014/20014

Confirmation No.: 5596

For: SYSTEM AND METHOD OF GUARANTEED ANONYMITY OF CABLE
TELEVISION VIEWERSHIP BEHAVIOR

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Non-Final Rejection dated November 21, 2008, the time for responding thereto being extended in accordance with a Petition for Extension of Time submitted herewith, please amend the above-identified application as follows:

Amendments to the Specification begin on Page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims, which begins on Page 3 of this paper.

Remarks begin on Page 10 of this paper.